

Let Customers Share the Love: The Most Credible Way to Reach Customers



Refer a Friend is a powerful marketing channel,

83%

of customers trust recommendations from friends and family

Delivering high quality customers,

20%

higher average order value

20-50%

of all purchases result from word-of-mouth; especially for new businesses and in emerging markets

People are

4x

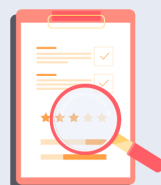
more likely to buy from a business when referred by a friend and are more valuable because they already have a positive view of your company

WHERE IT COUNTS

**WORD-OF-MOUTH IS INFLUENTIAL
ACROSS THE DECISION MAKING PROCESS**



**INITIAL
CONSIDERATION**



**SET AN EVALUATION
OF ALTERNATIVES**



**A MOMENT OF
PURCHASE**

YOUR TARGET AUDIENCE GETS IDENTIFIED FOR YOU

Your existing customer base does the heavy lifting for you. Typically, customers refer friends who they think will be interested in your company, hence you save time and money on identifying targets or could find an entirely new target market



INCREASE REVENUE, DECREASE COSTS

Referral marketing can lift your revenue, decrease your cost per acquisition and extend your marketing reach

Visit www.odicci.com for more information.

References:

<https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/a-new-way-to-measure-word-of-mouth-marketing>

<https://uk.business.trustpilot.com/reviews/10-reasons-why-referral-marketing-is-perfect-for-ecommerce>

https://www.huffpost.com/entry/the-importance-of-a-gener_b_8814476

<https://www.nielsen.com/eu/en/press-room/2015/recommendations-from-friends-remain-most-credible-form-of-advertising.html>